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I pledge my honor that I have abided by the Stevens Honor System

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Description of Problem

Kiwi Inc. wants to create a new cellphone called uPhone. In order to understand what the Internet users market wants in a phone, Kiwi Inc. has decided to create a website. A form on the website should collect customer feedback, which should be provided to our engineers who will incorporate it into the design of the phone. The website must have a form which will take customer's ideas and store them in a database for later use. The form must be easy to fill out to keep people from simply giving up. To fund this project, \$2,000 have been allotted for hardware products and \$300 a year have been dedicated to maintaining the site. As many people should be reached as possible to ensure that many people's opinions are heard and the resulting phone meets as many people's needs as possible. The website should be up and running before the start of the holiday season this year.

Overview of Solution

We will begin by spending a portion of the maintenance budget on a domain name and a dedicated web server to host the website. Afterwards, we will have to focus on hiring some unpaid interns to work on the project so we can make the best website in the shortest amount of time. To find these interns, we will reach out to local colleges. These interns will be given a laptop which they can keep once the website is complete. The laptops will be paid for using the funds from our hardware budget. The website's goal will be to collect user responses of what hardware features they want in the phone. The website is required to be social media friendly. To encourage social media sharing, we will implement a raffle system where some users will have a chance to win a free uPhone upon completing our survey. Once we have the website created, we can begin to collect user responses that will be compiled into a realistic, cost efficient cellphone. At this point, the engineers of Kiwi Inc. will be able to build the uPhone.

Lists Constraints

There is a \$2,000 hardware budget and a \$300/year maintenance budget. The site must be finished and ready for use before the holiday season which we consider to start on Thanksgiving (November 27th). We also do not have an office space to work in or any money to pay project manager salaries.

How to Test for Success

In order to be successful, we need to be done with the site and start receiving customer input before the start of the holiday season. After that, success will be primarily based on the number of responses received a few months after the site is up. To be a successful operation, there must be plenty of user input on features desired in the uPhone. We should also stress sharing uPhone info or links to the site on social media, since that will help expand the market for the phone. Also, those who use social media will be more likely to purchase a uPhone.